Job Title: Communications Director
Reports to: Executive Director
FLSA Status: Full Time Exempt
Prepared Date: July 2021
Start Date: October 2021

If/When/How: Lawyering for Reproductive Justice transforms the law and policy landscape through advocacy, support, and organizing so all people have the power to determine if, when, and how to define, create, and sustain families with dignity and to actualize sexual and reproductive wellbeing on their own terms. We are the leading edge reproductive justice lawyering organization on the ground, representing people in crisis, reshaping law, and making just policy as we build a stronger, progressive base of legal stakeholders invested in these issues and networked to one another.

POSITION SUMMARY:
We seek a strategic, nimble multi-tasker and leader with exceptional writing, editing, and verbal communication skills who is as comfortable working in traditional media as they are in emerging digital spaces, and who has strong familiarity with leading-edge conversations and messaging practices in reproductive justice. The Communications Director is responsible for crafting and implementing If/When/How’s overall communications strategy; supervising staff and, when necessary, hiring staff in the Communications Department; elevating and managing the If/When/How brand; media relations; and directing digital campaigns and collateral. The Communications Director will also direct the organization’s overall social media strategy and digital identity and online resources with the Communications Manager, and develop and direct content for online resources and web presences as needed in conjunction with the Technology Department. The candidate must be committed to centering, elevating, and developing the voices, expertise, and experiences of Black, Indigenous, and people of color; progressing narratives around reproductive health, rights, and justice; and growing the movement to lawyer for reproductive justice.

COMPENSATION: $120,000 - $130,000, depending on experience and skills

ESSENTIAL DUTIES AND RESPONSIBILITIES:

● Communications Strategy
  o Develop and implement organization-wide communications strategy in alignment with departmental priorities, strategic initiatives, and programmatic needs
  o Represent If/When/How in intra- and inter-movement efforts around messaging, communications, and media relations to ensure representation for If/When/How’s legal expertise, programming, and strategic initiatives, and our organizational commitment to the intersection of racial and reproductive justice

● Brand Management
Grow and maintain If/When/How’s brand profile with our community and with the broader public

Ensure If/When/How content and deliverables (both internal and external) adhere to brand conventions and maintain cohesion with If/When/How’s organizational goals and identity

Oversee the content and promotion of dynamic websites and online resources, including If/When/How’s online store and swag stock, to support If/When/How’s goals, strategies, and expertise, and If/When/How’s communities, clients, and networks

Digital Campaigns

Develop, schedule, and manage digital campaigns to promote If/When/How’s programs, strategic initiatives, and expertise

Mobilize the Communications Department team and resources to support fundraising initiatives, including informing and crafting campaign messaging and strategy

Advise and direct Communications Manager in developing, expanding, and maintaining organizational identity and strategy on social media to grow and engage our communities

Media Relations:

Bring If/When/How’s voice to the public by seizing coverage opportunities and issuing press and public statements, briefs, alerts, and quotes related to current developments in law, policy, and politics

Promote thoughtful coverage of our work and issues by building and maintaining relationships with members of the press and other influencers

Support If/When/How staff in growing their media literacy and building their public- and press-facing skills as spokespeople and issue experts

Support If/When/How’s staff experts in writing, editing, and placing op-eds and commentaries for publication to advance and promote the organization’s programs, strategic initiatives, and expertise

Internal administration

Supervise Communications Department staff, including the Communications Manager and future hires

Manage Communications Department budget and resource needs

Serve on internal staff committees to lead and promote positive organizational culture, growth, and values

EDUCATION AND EXPERIENCE:

No minimum educational requirement

10+ years experience in a professional communications setting (such as: newsrooms, public relations firms, corporate or nonprofit communications, etc.)

Exceptional written and oral communications skills

Writing, editing, and successfully pitching for publication (including both earned media/press releases and securing placements for op-eds, letters to the editor, and analyses pieces)

Developing and executing digital campaigns that engage and grow audiences
Developing and producing (whether directly or in collaboration) attractive branding and marketing designs and collateral

Management experience leading people-centered, creative teams

KNOWLEDGE, SKILLS AND ABILITIES:

- Commitment to social justice and racial justice/anti-racist principles required.
- Strong familiarity with reproductive health, rights, and justice issues and frameworks.
- Self-motivated, independent worker who can prioritize tasks and efficiently manage multiple projects at once.
- Collaborative team player with ability to give and receive constructive feedback.
- Flexibility and adaptability to change and growth.
- Ability to thrive in a remote workplace and willingness to build relationships virtually.
- Strong proficiency with content management and online publishing systems and software, particularly Wordpress
- Strong proficiency with social media and knowledge of emerging trends in digital organizing
- Familiarity with graphic design principles and basic knowledge of Photoshop, InDesign, Canva, or other design software a plus
- Proficiency with G Suite, Microsoft Office (including Word, Excel, and PowerPoint) and workplace apps including Slack and Google apps.
- Technologically savvy and comfortable using, learning, and adapting to a range of digital platforms
- Familiarity with Box, Podio, and/or Salesforce a plus.
- Creative, out-of-the-box thinker who is excited about bringing reproductive justice lawyering to growing communities of lawyers, law students, and activists
- Vision to create a world where reproductive health, rights, and justice are accessible to all, without barriers, shame, or stigma
- News and media obsessive who keeps up with the latest breaking news and analysis across issues and geographies in the realm of reproductive rights, health, and justice
- Thoughtful, organized collaborator and prioritizer who works well across departments and can move quickly between a range of projects

ORGANIZATIONAL RELATIONSHIPS:

Reports to the Executive Director and supervises the Communications Manager and any future Communications Department hires. Collaborates with program staff in Movement Building, Legal & Policy, and Development Departments, as well as at the If/When/How Repro Legal Defense Fund, to ensure cross-organizational communications support for If/When/How’s programs, operations, and initiatives.

WORK ENVIRONMENT: If/When/How maintains a virtual office and supports remote working and flexible work days. Reimbursements for co-working spaces and home office equipment and supplies are available. Occasionally, employees may be expected to be available during off-hours and/or to attend events (e.g., conferences, staff retreats) on nights or weekends.
PHYSICAL DEMANDS: Most work will be done at a computer [although attending conferences may require transporting materials and ability to carry 10 lbs.] Requires typing and participating in meetings (live and virtual). Reasonable accommodations will be made to enable individuals with disabilities to perform these and other essential functions.

TRAVEL: Travel is currently suspended due to COVID-19, but limited, optional travel may resume in September 2021, with an expected return to full travel in January 2022. (Note that these policies may change pending ongoing risk assessments.) Typically, quarterly travel within the continental U.S. is required. Additional travel will be required to support teamwork and attend staff retreats, conferences, and professional development opportunities.

BENEFITS: If/When/How provides a generous benefits package consisting of fully paid insurance coverage for health, vision, dental, life, and disability; flexible spending accounts (FSA) for health, dependent care, and transportation; retirement plan with employer match; sick leave, wellness days, vacation (starting at 15 days a year, on an up-front basis), and holidays (including birthdays). Employees also receive generous professional development stipends.

START DATE: October 2021

HOW TO APPLY: Applications will be reviewed on a rolling basis and accepted until the position is filled.

Send the following to comms@ifwhenhow.org, with the subject line “Communications Director application”:

- Cover letter that speaks to how your experience and skill set meet the qualifications for this role;
- Resumé;
- Writing samples — provide three published writing samples that demonstrate your exceptional writing skills
- Campaign sample — provide an example of a successful campaign you’ve worked on (promotional, issue-based, advertising, etc.), and a brief explanation of your process, what made it a success, and what you learned from the experience (this explanation could be included in your cover letter)
- List of three (3) references with contact and relationship information (title, where/when you worked together, and Linkedin profile, if available), ideally covering a range of workplace relationships (supervisors, direct reports, colleagues, etc.)

If/When/How: Lawyering for Reproductive Justice is an “at-will” and equal opportunity employer, committed to attracting, developing, and retaining exceptional people. We welcome and encourage applicants with diverse experiences, identities, and educational backgrounds. Applicants and employees shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, mental or physical disability, sexual orientation, gender (including pregnancy and gender expression) identity, color, marital status, veteran status, medical condition, or any other classification protected by federal, state, or local law or ordinance.